

I attended the Broadcast Localism Hearings last night in San Antonio. I want to comment that my organization, the Cancer Therapy & Research Center (CTRC) has benefitted greatly by support from local broadcasting entities here. One of our major efforts besides treatment and research is in cancer awareness and prevention outreach. One program we have with the Clear Channel station WOAI-TV is for women's breast cancer awareness. WOAI has been an outstanding partner in this effort...and it is saving lives. Women have called us and the station to say that their life was saved because of the program. That same station provides wonderful promotional spots supporting our free prostate screenings. Even if one man finds his disease early and is saved, the effort is a success. In that regard, the ABC station here KSAT 12 does outstanding work supporting our annual free skin cancer screening. There is no way we could reach men, women and children with our prevention and screening messages without their support. Editorially they support us as well with stories about cancer ...how to cope, new discoveries, screenings etc. We are very proud of our partnerships with local broadcasting entities like WOAI and KSAT. The list of local broadcast alliances never ends though. For instance KENS-TV has a medical reporter who does fantastic local stories that really help inform people about cancer. Another example, both WOAI TV and the local Clear Channel radio stations have supported our annual Run 4 Life 5 K race. Proceeds help fund free mammograms and follow-up care if necessary for uninsured women at risk for breast cancer. Last year we raised over \$120,000 for the program and never would have come close to that figure had not we received such outstanding media support. Women have discovered cancers early because of the program and they are alive today. That is the ultimate testimony to the importance of local broadcast involvement in community service issues. Thank you for letting me comment. Those are the comments I would have made last night.